**MMAPS: A Heuristic for Writing and Thinking**

|  |  |
| --- | --- |
| **Mode** | What do we know about a letter as a text type? What features are included? How is a letter formatted? |
| **Media** | What final publishing format do I want to use? Do I want to do a traditional written letter or publish in another format like a blog, video, digital story, etc.? |
| **Audience** | What can we assume about the previous experiences and knowledge a president will have? What kind of things might a president want to hear about? What tone is most appropriate for a letter to a president? |
| **Purpose** | What action or result are you hoping for in writing about this issue as a Letter to the Next President? What are your reasons for writing about this particular issue? |
| **Situation** | What is your personal context for writing about this issue? What personal experiences or anecdotes might you include in your letter? |